

Rep Order# 8879624 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 37565

Printed: 10/12/2012 10:47 AM
Last Received: 10/12/2012 10:26 AM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () HMP / AFSCME
Product Issue
Estimate# 2028
Buyer Laura Bassett
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 138/143/2028
Flight Dates 10/11/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

HOUSE MAJORITY PAC/ AFSCME *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LET'S TRY THIS AGAIN. LET ME KNOW.
THANKS
MIKE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|----------|------------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *1 | TH-F,M-W | 600A-700A | 8 NEWS NOW AT 6A V3 More than 2 codes changed V5 More than 2 codes changed | :30 | \$1,400.00 | 10/11-10/17 | 2 | 1 | 2 | \$2,800.00 | |
| | *2 | TH-F,M-W | 700A-900A | CBS THIS MORNING V3 More than 2 codes changed V5 More than 2 codes changed | :30 | \$1,200.00 | 10/11-10/17 | 2 | 1 | 2 | \$2,400.00 | |
| | *3 | SA | 500A-700A | CBS THIS MORNING SATURDAY V3 Comment Changed, Rate Changed | :30 | \$600.00 | 10/13-10/13 | 1 | 1 | 1 | \$600.00 | |
| | *4 | SU | 500A-530A | EYE ON WASHINGTON V3 Comment Changed, Rate Changed | :30 | \$400.00 | 10/14-10/14 | 1 | 1 | 1 | \$400.00 | |
| | *5 | TH-F,M-W | 900A-1000A | LIVE! WITH KELLY V3 More than 2 codes changed V5 More than 2 codes changed | :30 | \$1,200.00 | 10/11-10/17 | 3 | 1 | 3 | \$3,600.00 | |

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|-----|-----|--|-------------|----------------------------|------|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *6 | TH-F,M-W | 1200P-1230P | 8 NEWS NOW AT NOON | :30 | \$1,300.00 | 10/11-10/17 | 2 | 1 | 2 | \$2,600.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *7 | TH-F,M-W | 1230P-100P | THE BOLD AND THE BEAUTIFUL | :30 | \$900.00 | 10/11-10/17 | 0 | 0 | 0 | \$0.00 | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *8 | TH-F,M-W | 200P-30CP | THE TALK | :30 | \$900.00 | 10/11-10/17 | 0 | 0 | 0 | \$0.00 | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *9 | TH-F,M-W | 300P-400P | ELLEN | :30 | \$1,600.00 | 10/11-10/17 | 2 | 1 | 2 | \$3,200.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | 10 | TH-F,M-W | 400P-500P | 8 NEWS NOW AT 4PM & 430PM | :30 | \$1,600.00 | 10/11-10/17 | 3 | 1 | 3 | \$4,800.00 | |
| | *11 | TH-F,M-W | 500P-630P | 8 NEWS NOW ROTATION | :30 | \$1,700.00 | 10/11-10/17 | 4 | 1 | 4 | \$6,800.00 | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *12 | SA | 500P-53CP | 8 NEWS NOW AT 5PM-SUN | :30 | \$2,500.00 | 10/13-10/13 | 2 | 1 | 2 | \$5,000.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *13 | SA | 630P-700P | 8 NEWS NOW AT 630PM-SUN | :30 | \$2,500.00 | 10/13-10/13 | 1 | 1 | 1 | \$2,500.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | *14 | TH-F,M-W | 700P-80CP | ET/INSIDER | :30 | \$3,500.00 | 10/11-10/17 | 2 | 1 | 2 | \$7,000.00 | |
| | | Sales Remark: V9 ,, | | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | | V9 More than 2 codes changed | | | | | | | | | | |
| | *15 | F | 900P-1000P | CSI NY | :30 | \$10,000.00 | 10/19-10/19 | 1 | 1 | 1 | \$10,000.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *16 | SA | 800P-1000P | BLUE BLOODS | :30 | \$3,500.00 | 10/13-10/13 | 0 | 0 | 0 | \$0.00 | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *17 | SU | 800P-900P | AMAZING RACE | :30 | \$20,000.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
| | | V3 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *18 | TH-F,M-W | 1100P-1135P | 8 NEWS NOW AT 11PM | :30 | \$2,700.00 | 10/11-10/17 | 3 | 1 | 3 | \$8,100.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | | V5 More than 2 codes changed | | | | | | | | | | |
| | *19 | SA-SU | 1100P-1135P | 8 NEWS NOW AT 11PM-WKND | :30 | \$1,500.00 | 10/13-10/14 | 1 | 1 | 1 | \$1,500.00 | |
| | | V3 Comment Changed, Rate Changed | | | | | | | | | | |
| | *20 | TH-F,M-W | 1135P-1237A | LATE SHOW W/LETTERMAN | :30 | \$1,200.00 | 10/11-10/17 | 3 | 1 | 3 | \$3,600.00 | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | | V5 More than 2 codes changed | | | | | | | | | | |
| | *21 | TH | 1200P-1230P | 8 NEWS NOW AT NOON | :30 | \$1,300.00 | 10/18-10/18 | 1 | 1 | 1 | \$1,300.00 | |
| | | V3 Added | | | | | | | | | | |
| | | V5 More than 2 codes changed | | | | | | | | | | |
| | *22 | TH | 300P-400P | ELLEN | :30 | \$1,600.00 | 10/18-10/18 | 1 | 1 | 1 | \$1,600.00 | |
| | | V3 Added | | | | | | | | | | |
| | | V5 More than 2 codes changed | | | | | | | | | | |
| | *23 | TH | 1000P-1100P | | :30 | \$8,500.00 | 10/11-10/11 | 1 | 1 | 1 | \$8,500.00 | |
| | | Buyline Comment: PERSON OF INTEREST | | | | | | | | | | |
| | | V3 Added | | | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *24 | SU | 400P-500P | | :30 | \$700.00 | 10/14-10/14 | 1 | 1 | 1 | \$700.00 | |
| | | | | Buyline Comment: ELECTRIC PLAYGROUND | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *25 | TU | 900P-1000P | | :30 | \$8,500.00 | 10/16-10/16 | 1 | 1 | 1 | \$8,500.00 | |
| | | | | Buyline Comment: NCIS LA | | | | | | | | |
| | | | | V3 Added | | | | | | | | |

---REPORT TOTALS---

Report Totals: 38 / \$85,500.00

---SALES MONTHLY TOTALS---

Oct 12: 38 / \$85,500.00

Sales Totals: 38 / \$85,500.00

Station Totals: 38 / \$85,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$285,000 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books FEB11
Demos RA35+